

Department: Business Administration		Program: MBA	
Course Name	Digital Entrepreneurship	Course Code	BUS 635
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

The emergence of digital technologies has led to the emergence of new and disruptive business models. This course will give insights as to why digital technologies are at the forefront of entrepreneurship today and in times to come. The course is taught through a mix of theory, presentations, and hands-on experience on launching a demo E-business.

Course Objectives

After completion of this course the student will be able to:

- Enumerate content management systems and how they can be used as a foundation for an internet business presence.
- Assess various e-business models with a detailed analysis of their value proportion, value delivery and value capturing models.
- Compare and contrast unique e-business models and their revenue models.
- Propose a digital business idea, and design and produce a functional prototype.
- Identify a digital business idea, and design and produce a functional prototype.
- Comprehend how customers can be acquired for a digital business.
- Outline usability to enhance the customer experience.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Digital Entrepreneurship
- Apply the concepts, principles, and theories in different Digital Entrepreneurship situations
- Demonstrate written communication skills in Digital Entrepreneurship
- Have oral communication skills in Digital Entrepreneurship
- Have skills of using computer applications in Digital Entrepreneurship
- Have scientific research skills in the field of Digital Entrepreneurship
- Have the skills of critical thinking and analysis in the fields of Digital Entrepreneurship
- Have the skills in strategic thinking and finding solutions in Digital Entrepreneurship
- Believe, and practice sustainability in Digital Entrepreneurship
- Have the skills of leadership, teamwork, and decision making in Digital Entrepreneurship
- Have the ability to distinguish between ethical issues in Digital Entrepreneurship
- Have the competence of social responsibility in the fields of Digital Entrepreneurship
- Have the competence to deal with cultural diversity in Digital Entrepreneurship situations

Course Topics

- Digital Entrepreneurship: Opportunities and Challenges
- Choosing a Digital Business Idea
- Creating a Digital Business Design

- Building a Business Prototype (Case-based Discussion)
- Digital Content for Business (Theory and Presentations)
- Business Prototype Look and Feel
- Business Prototype Functionality
- Web Analytics: Creating and Tracking Business Goals
- Usability and Customer Experience
- Customer Acquisition in the Digital World: Opportunities and Challenges
- Digital Business Experiments
- Launching A New Digital Business Venture

Text Book

Allen, J.P. (2019). **Digital Entrepreneurship**. Routledge, New York

Additional References

Richter, C., Kraus, S., Brem, A., Durst, S. and Giselsbrecht, C. (2017). Digital entrepreneurship: Innovative business models for the sharing economy. *Creativity and Innovation Management*, Volume 26 (3), pp.300-310.

Online Resources

- <https://hbr.org/2019/07/digital-doesnt-have-to-be-disruptive>

Course Outline

Week	Hours	Topics	Remarks
1	3	Introduction to the Course. Expectations from students. Assessment and a basic introduction to Digital Entrepreneurship	
2	3	Digital Entrepreneurship: Opportunities and Challenges	
3	3	Choosing a Digital Business Idea	
4	3	Creating a Digital Business Design	
5	3	Creating a Digital Business Design	
6	3	Building a Business Prototype (Case-based Discussion)	
7	3	Digital Content for Business (Theory and Presentations)	
8	3	Midterm Exam	
9	3	Digital Content for Business (Theory and Presentations)	
10	3	Business Prototype Look and Feel	
11	3	Business Prototype Look and Feel	
12	3	Business Prototype Functionality	
13	3	Business Prototype Functionality	
14	3	Web Analytics: Creating and Tracking Business Goals	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Project Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval
Dr. Abdulaziz AlFalih	

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	
Office Hours	